

• Since one-column bleed ads do not allow centering after outside bleed trim is taken, publisher reserves the right to crop such film before printing 1/8" either left or right side, depending on final position in book.

• Film left in our possession will be destroyed after 12 months unless we have orders for reinsertion or definite advice regarding disposal.

• Advertising rates do not include film costs.

POPULAR SCIENCE CLOSING AND ON-SALE DATES

Issue	4-Color	B&W 2-Color	Supplied Inserts & Postcards	On- Sale Date
January	10/26/92	11/2/92	11/13/92	12/15/92
February	11/24	12/1	12/10	1/12/93
March	12/24	12/30	1/14/93	2/16
April	1/25/93	2/1	2/13	3/16
May	2/25	3/1	3/12	4/13
June	3/25	4/1	4/9	5/11
July	4/26	4/30	5/14	6/15
August	5/25	6/1	6/11	7/13
September	6/26	7/1	7/9	8/10
October	7/26	8/2	8/6	9/14
November	8/25	9/1	9/10	10/12
December	9/24	10/1	10/16	11/16
January '94	10/25	11/1	11/12	12/14

• All approved copy and complete printing material must be at the printer on or before closing date. All material should be sent to:

Popular Science

Quad/Graphics, N63 W23075 Highway 74,
Sussex, WI 53089, Attn: Shelly Brandis.

• 3 proofs of black-and-white ads and 2 proofs and 2 sets of progressives of all color ads should be proofed on standard S.W.O.P. proofing stock.

• If proofs are desired for approval, complete printing material must be received in New York office ten working days in advance of closing date.

CIRCULATION

• Rates are based on annual average net paid circulation of 1,800,000.

• Subscription: Per year, \$13.94; Single copy,

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